

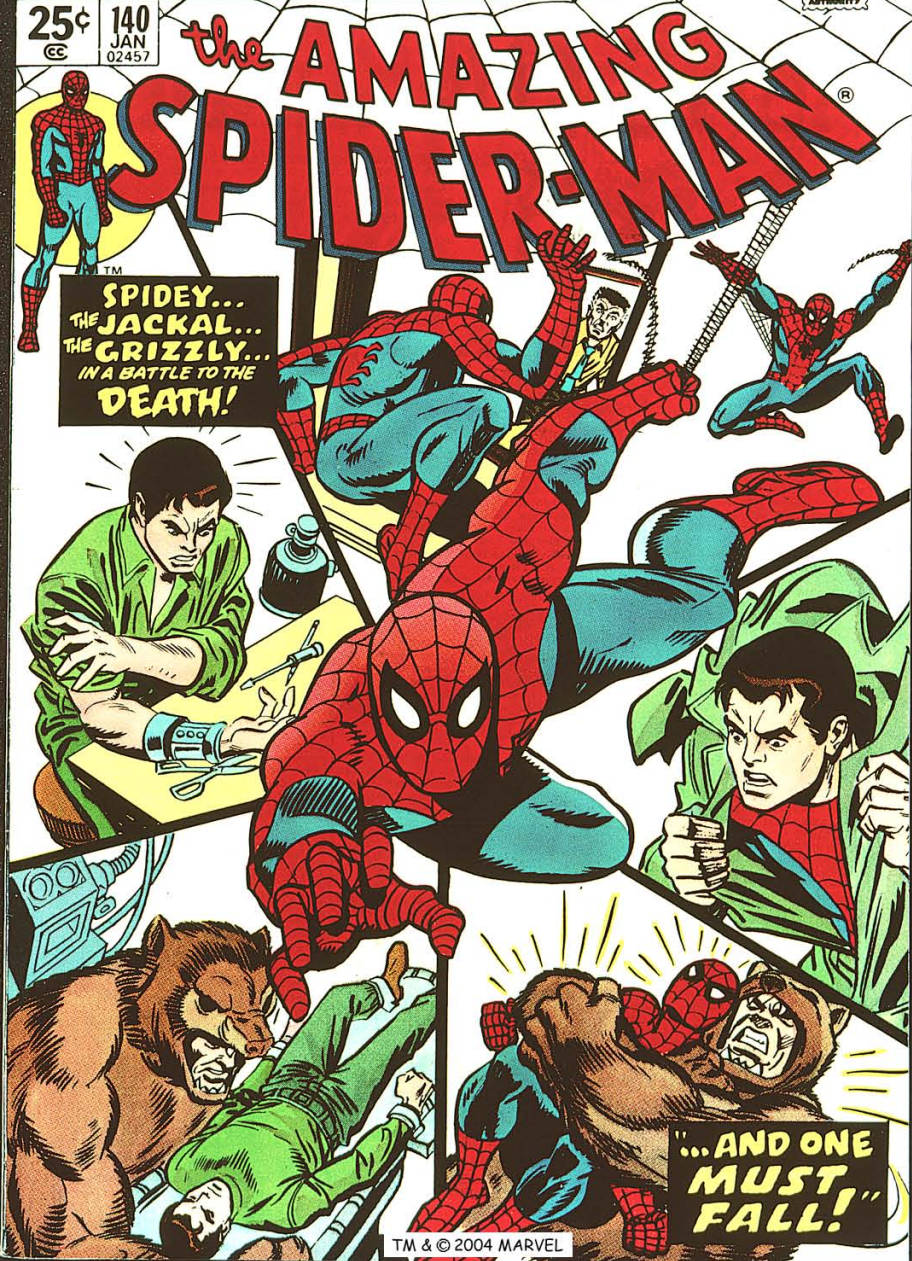
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ALREADY KNOW HOW THE MAN MONSTER
CALLED THE GRIZZLY ATTACKED J. JONAH
JAMESON AT THE DAILY BUGLE; HOW SPIDEY
FOUGHT THE GRIZZLY, THEN TRACKED HIM TO
A WASHINGTON SQUARE TOWNHOUSE; AND HOW
PETER PARKER, OUR INTREPID HERO, WAS
CAPTURED BY SAID GRIZZLY--AND THE GREEN-
GARBED MYSTERY MAN, THE JACKAL. SO WHAT
ARE YOU READING THIS FOR?

"AND ONE WILL FALL!"



GERRY CONWAY
AUTHOR
ROSS ANDRU
ARTIST
F. GIACOIA
& D. HUNT
INKERS

LETTERED BY:
ARTIE SIMKE
COLORED BY:
P. GOLDBERG
ROY THOMAS
EDITOR

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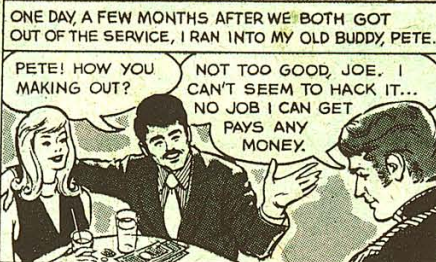
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FOR A TIME, ALL HE HAS IS MEMORY... THEN THE DARKNESS BEGINS TO CLEAR...



...FACES FORM...



...AND THEY'RE THE FACES... OF FRIENDS.



WHAT DO YOU SAY, PETE? FEELING BETTER?

CAN'T YOU SEE HE'S STILL GROGGY, NED?

TAKE YOUR TIME, PETER...



...NOBODY WANTS TO RUSH YOU,

BETTY WANTED TO CALL A DOCTOR--

BUT IT LOOKED TO ME LIKE YOU'D ONLY BEEN STUNNED.

WHERE-- WHERE AM I?

THE LOBBY OF THE BUGLE BUILDING, PETE.



DON'T YOU REMEMBER HOW YOU GOT HERE?

AS A MATTER OF FACT, MR. LEEDS... I DON'T!

IT'S ALL A BLANK...! THERE WAS SPIDER-MAN'S FIGHT WITH THE GRIZZLY-- THEN SOMETHING HIT ME--

WE WONDERED WHAT HAPPENED TO YOU, PETER!

YOU DISAPPEARED-- WE WERE AFRAID YOU'D BEEN HURT-- AND--



--AND, AS USUAL, BETTY WAS READY TO FLY INTO HYSTERIC.

WELL, GIVE YOURSELF A CHANCE TO THINK IT THROUGH OVER A CUP OF COFFEE, PETE.

SOMETHING WILL COME BACK TO YOU.

THINGS ALWAYS DO.



I ALREADY REMEMBER WHAT HAPPENED-- OR MOST OF IT-- BUT I CAN'T TELL NED OR BETTY THAT.

IF THEY EVEN SO MUCH AS GUESS-- WAIT! MY ARM-- SOMETHING'S WRONG WITH MY ARM!



LISTEN, EXCUSE ME A MOMENT, OKAY?

I'LL BE RIGHT BACK.

I HOPE!



SOMETHING'S WRONG, NED. I CAN TELL--

--PETER'S ACTING SO ODDLY.

YOU'VE GOT TO STOP WORRYING ALL THE TIME, BETTY.

PETER ISN'T A CHILD, YOU KNOW.



"HE CAN TAKE CARE OF HIMSELF!"

"SLAM!"

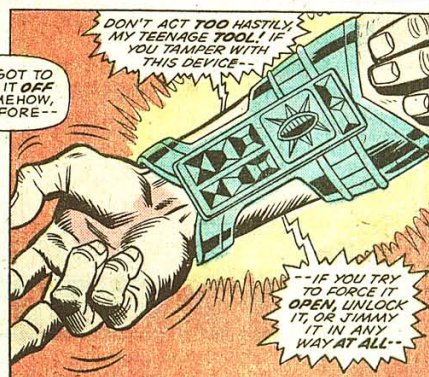
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OH, YEAH?

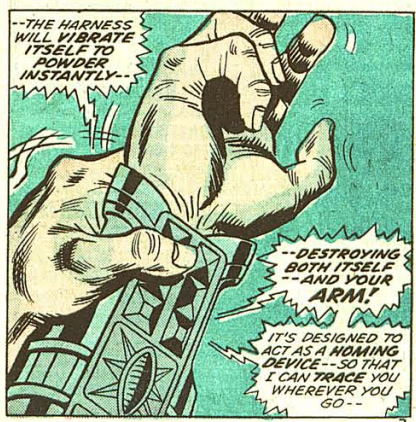
IT'S TRUE! THE JACKAL PUT SOME SORT OF HARNESS ON MY ARM!

I'VE GOT TO GET IT OFF SOMEHOW, BEFORE--



DON'T ACT TOO HASTILY, MY TEENAGE TOOL! IF YOU TAMPER WITH THIS DEVICE--

--IF YOU TRY TO FORCE IT OPEN, UNLOCK IT, OR JIMMY IT IN ANY WAY AT ALL--



--THE HARNESS WILL VIBRATE ITSELF TO POWDER INSTANTLY--

--DESTROYING BOTH ITSELF-- AND YOUR ARM!

IT'S DESIGNED TO ACT AS A HOMING DEVICE-- SO THAT I CAN TRACE YOU WHEREVER YOU GO--



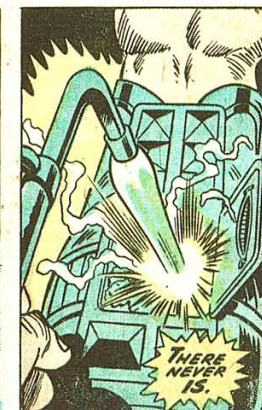
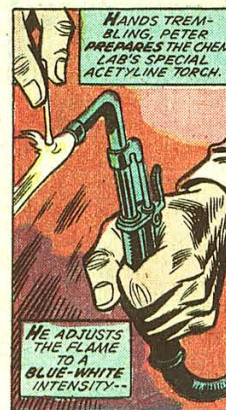
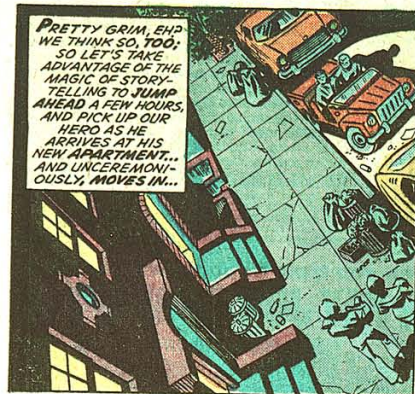
--AND THROUGH YOU, I LEARN THE IDENTITY OF THAT ACCURSED COSTUMED CRIME-FIGHTER-- SPIDER-MAN!

THE JACKAL DOESN'T REALIZE-- I'M SPIDER-MAN!

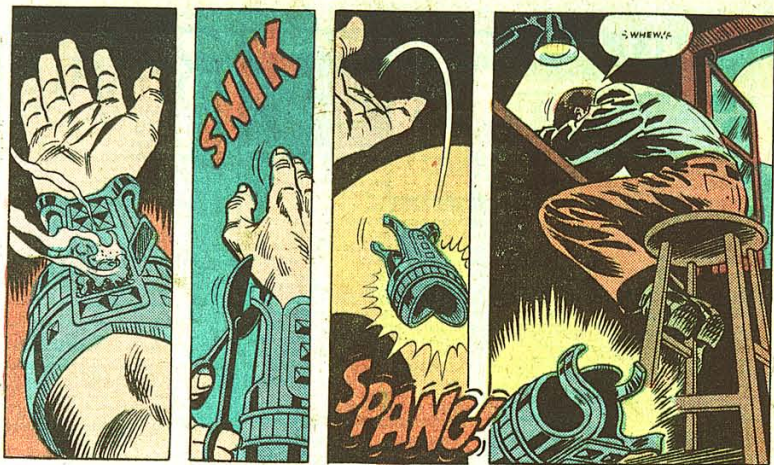
AND WITH THIS ON MY ARM-- I'M HELPLESS! HELPLESS!

ZZZAX IS BACK--AND THE INCREDIBLE HULK HAS HIM!

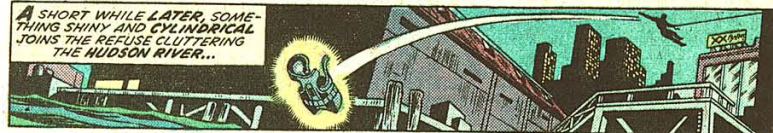
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THE EVER-LOVIN' THING MEETS THE VIBRANT VALKYRIE-- IN MARVEL TWO-IN-ONE #71



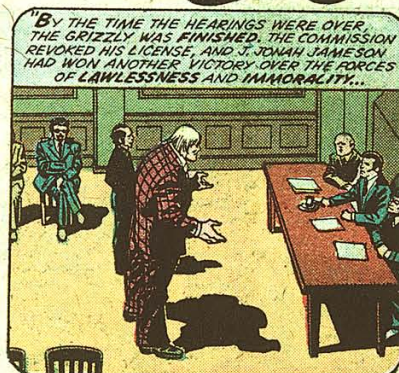
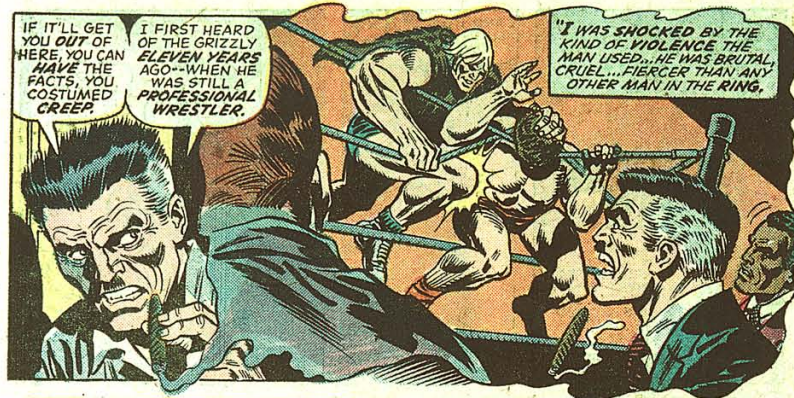
A SHORT WHILE LATER, SOMETHING SHINY AND CYLINDRICAL JOINS THE REFUSE CLUTTERING THE HUDSON RIVER...



WITNESS "THE FURY OF THE NIGHT-CREATURE!"—IN FRANKENSTEIN #141



15



THE RETURN OF THE MOST UNEXPECTED CHARACTER OF ALL--IN AMAZING ADVENTURES #281

16



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CONTINUED AFTER NEXT PAGE



THE SPIDERS' WEB

SEND YOUR LETTERS TO:
THE MARVEL COMICS GROUP, 514TH FLOOR 575 MADISON AV., NEW YORK, N.Y. 10022

Marvelmen:

The problem with SPIDEY, as I see it, is that there are too many loose ends left dangling that should be tied up. But then, I'm what you might call a completist freak in that respect. Also, it would be a pleasure to see some of the older, less-exposed villains from bygone days return to hassle Spider-man. Is that too much to ask?

Boogie!

Harold Aberdeen Harvey
333 Sorsar Circle
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"Is that too much to ask," the man asks, and we can only answer with unequivocal honesty: No. Why—in the very next issue—you will see the long-awaited return of the mildly-menacing Mysterio, and as if that isn't enough, Gerry admonishes you to watch upcoming issues very carefully for one of the biggest events ever to grace these amazing pages. We guarantee it'll be the A-1 first-class surprise story of the year!

Sisters & brothers,

In the lettercol of the AMAZING SPIDER-MAN #137, Charles Hoffman raises the question of Peter Parker's continued presence in college. I would support his graduating in the near future.

It is true that part of the special appeal of Spider-man has been his youth, first as a high-school student and now as a college student. He remains fairly unique in the Marvel universe, and I think that you could expand on the idea of youthfulness, in your creation of new characters.

However, an even more important part of Spidey's characterization is the concept of continuity, a concept which is central to the whole Marvel universe. There is a limit to how much slower it can proceed than time does for us. I think Spider-man has reached that limit.

Denys Howard
3087 SE Ankeny #6
Portland, OR 97214

Dear Bullpen,

Even though Peter Parker has been in college for nine years, it's not too late to save him from being a twenty-year-old for the rest of time. Basically, Peter has grown up in the sixties, and thus is a product of those years, making him different from people who are products of the fifties or forties or thirties or seventies. People of different generations, by virtue of having basically different atmospheres in which to grow up, and varied experiences, will tend to see things in different ways. This is what leads to generation gaps. The influence of the particular years that Peter Parker

spent in high school and college are an important part of his character and will be reflected in the ways he will act and the attitudes that he will hold for the rest of his life.

If you allow Peter to remain the same age forever, he will be forced to become a product of all generations, a conglomeration of experiences and feelings that belong to several different ages, a college student in the year 2000 who remembers doing the Twist in high school.

Let Spider-man age.

Paul DeRogatis
Waban, Massachusetts



Dear Bullpen,

A few months back, in the FANTASTIC FOUR, you showed Wyatt Wingfoot graduating from college. Longtime Marvel readers will remember that Johnny Storm and Wyatt were roommates together during Johnny's one-and-only year of college.

What's all this got to do with Spider-man? Well, Johnny Storm and Peter Parker graduated from high school at the same time, and entered college the same year. Since Peter Parker and Wyatt Wingfoot both started college the same year, they should both graduate at the same time, right? And since Wyatt has graduated, Peter should be graduating too, right?

Incidentally, if Pete is a junior or senior in college, he should be about twenty-one or about twenty-one or twenty-two, so please stop referring to him as a "teenager."

Richard E. Robinson, B.S.
35 MMS - PSC Box 3036
George AFB, CA 92392.

Dear Spidey People:

To age or not to age. That is the question. Here is my answer: Let Parker stay in college a few more years.

He should, however—sooner or later—die.

The Lawgiver
Ape City, CA

Dear Friends,

Let Peter Parker graduate. Then you'll have a ball trying to decide what he can do—I mean, if it takes him nine years to graduate, it'll be 2001 before he gets a regular job!

Edward Rigdon
605 Florence Street
Dothan, AL 36301

Do we detect the tiniest trace of facetiousness in some of these letters, or is our widely-acclaimed imagination finally getting the best of us? Seriously, though, folks—while opinions are still pouring in—it looks as if the vast majority of you seem to prefer giving Petey a few more months in college, and then moving him on to graduate school or out into the stream of adult life. Of course, all the votes aren't in yet, so you still have time to join the debate.

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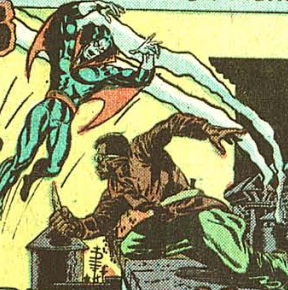
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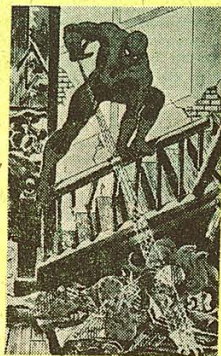
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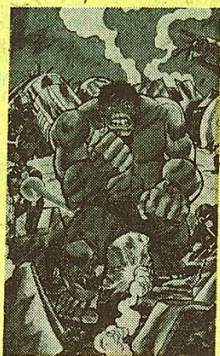
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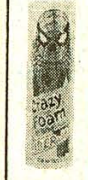
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Maybe you've thought of trying again to get a diploma. But you've suffered enough classroom "battle fatigue" to last you a lifetime. So you'd hate to travel that route again even if you could.

But what if we told you that there was now a much better way to get a high school education? An adult way, which gives you regular high school subjects and your choice of practical business and vocational subjects which give you background for one of a number of career fields.

That's the unique Wayne School way. You do your reading and assignments in your spare time, in the relaxed atmosphere of your own home, and "turn in" your completed assignments by mail. You don't have to give up your present job. You don't have to study or travel to class at inconvenient times.

Wayne School wants to help you finish high school at home

And you needn't be afraid of dropping out all over again, if you had trouble with school before. Wayne's specially prepared lessons make even difficult subjects much easier to take. And Wayne grades your assignments in private, by mail. You're free from competitive classroom pressures. You stay relaxed, and your progress is much smoother.

If you're 17 or over and not now in school, why not send for more information? Mail coupon for our free booklet, "How to finish High School at home." You're in for a pleasant surprise. And there's no obligation.

Send for free facts

Wayne School

A leader in home study

417 S. Dearborn Street, Dept. 60-005
Chicago, Illinois 60605

Please rush me your free illustrated booklet
"How to finish High School at home" con-
taining full information about your courses.

Print
Name _____ Age _____

Address _____ Apt. No. _____

City _____

State _____ Zip _____

W24

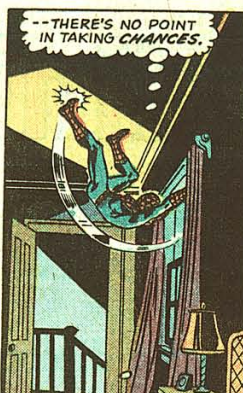
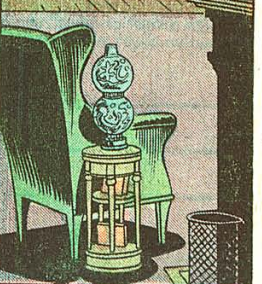
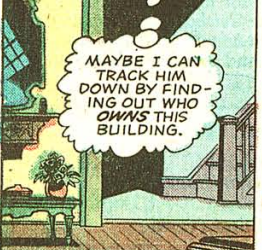


BY NOW HE'S PROBABLY LONG GONE-- BUT EVEN SO...

I WONDER WHOSE TOWN-HOUSE THIS IS, ANYWAY? ACCORDING TO WHAT THE JACKAL SAID ABOUT HIS LAB BEING "PORTABLE", I GATHER THIS PLACE ISN'T HIS.



MAYBE I CAN TRACK HIM DOWN BY FINDING OUT WHO OWNS THIS BUILDING.



--THERE'S NO POINT IN TAKING CHANCES.



I'LL JUST SNEAK AROUND QUIETLY ON THE CEILING HERE, LIKE A SPIDER SHOULD...



IT'S A LONG SHOT-- BUT IT'S WORTH A TRY.



SPEAKING OF LONG SHOTS--



NO SIGN OF HIM OR THE GRIZZLY.



I GUESS THEY HAVE FLOWN THE COOP, AFTER ALL...



--IT'S TIME I TRIED THAT LAB.

THERE MIGHT BE A CLUE OF SOME SORT THAT I--

DEFENDERS VS. WRECKING CREW FOR THE LIFE OF NEW YORK! ON SALE NOW!

22



SO MUCH FOR THAT IDEA.

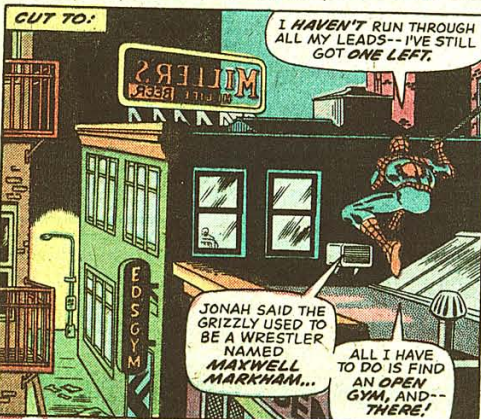
THERE'S NOTHING HERE BUT FOOTPRINTS IN THE DUST.



OKAY, BRIGHT BOY... WHAT NOW?

I'VE RUN THROUGH JUST ABOUT ALL MY LEADS--

--WAITA-MINUT!



CUT TO:

I HAVEN'T RUN THROUGH ALL MY LEADS-- I'VE STILL GOT ONE LEFT.

JONAH SAID THE GRIZZLY USED TO BE A WRESTLER NAMED MAXWELL MARKHAM...

ALL I HAVE TO DO IS FIND AN OPEN GYM, AND-- THERE!



THWAK! THWAK!

HUH? WHA'SAT, WHA'ZZIT?

SOMEBODY AT THE WINDOW--? LISSSEN, THIS SOME KINDA GAG OR--?



DON'T GET FRIGHTENED, FRIEND. I'M NOT GOING TO HURT YOU.

I ONLY WANT A LITTLE INFORMATION-- ABOUT A GUY NAMED MAXWELL MARKHAM.

MAXIE? CRIPES, I AINT SEEN THAT JOE IN YEARS.

HE USED TA WORK OUT OVER AT HALBERSTAM'S GYM ON WEST THIRTY-FOURTH.

SAY-- AREN'T YOU--?



YOU GOT IT, MISTER.

I'M YOUR FRIENDLY NEIGHBORHOOD SPIDER-MAN!

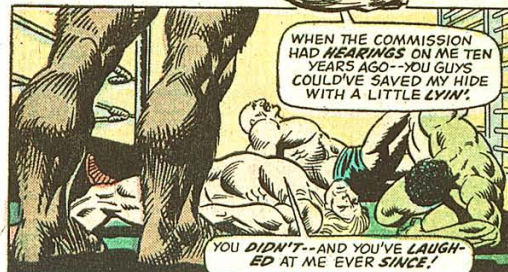
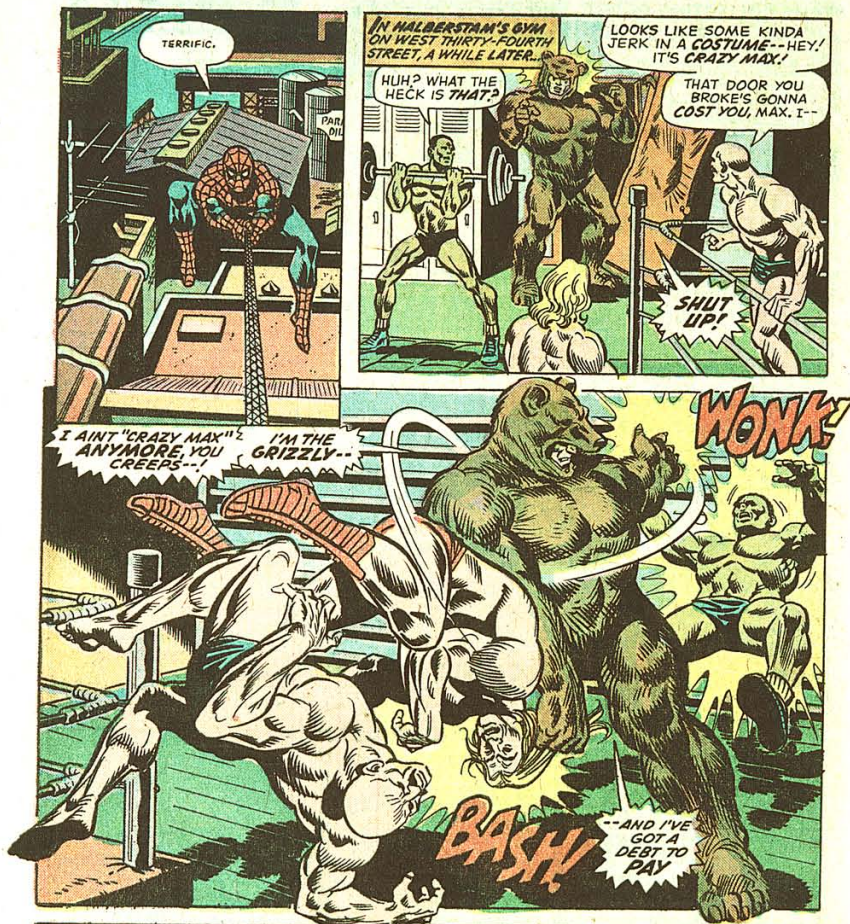
SPIDER-MAN?

CRIPES! I THOUGHT YOU WUZ THE MASKED MARVEL!

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CONTINUED AFTER NEXT PAGE

TM & © 2004 MARVEL



THE RETURN OF THE MOST UNEXPECTED CHARACTER OF ALL--IN THOR #230!

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CONTINUED AFTER NEXT PAGE

AWESOME ANNOUNCEMENTS AND AUTUMNAL ADMONISHMENTS FOR ALL!

STAN LEE'S SOAPBOX

Even as I sagaciously-scribe these Imperishable words, this summer's much-publicized Comic Art Convention is slowly drawing to a close here in New York. Boy, how I wish you could have all been here to toast our own Roy Thomas as he was co-guest of honor at a special, luminary-packed luncheon; and how I wish you could have heard and applauded Johnny Romita, Marie Severin, Gil Kane, and a host of other Bullpen big-timers who lent their time and talents to some of the zingiest panel discussions and demonstrations in the place! Those of you who comprise the riotous ranks of Foomdom, be sure to watch for your next ish of Foom which will clue you in on most of the fun and frivolity of the biggest Comic Art Con of all. As for the rest of the lustrous legions of Marveldom—Onward!

I know you'll find this hard to believe, but even yours truly can make a mistake! In the past few issues, no matter how many times I mentioned the great new ORIGINS OF MARVEL COMICS, the block-buster book which features the entire early history of your all-time favorites—no matter how many times I mentioned that you'll have the unedited origin stories, plus more recent yarns, plus page after page of straight-from-the-shoulder secrets of who did what, and how we did it—I still forgot to mention one of the most important things of all—we're also reproducing the actual cover of each magazine in which the origin stories appeared, thus making THE ORIGINS OF MARVEL COMICS the most complete history of Marvel's golden age ever published! Okay, now that I told you, the cosmos shall not crumble; the galaxy still stands!

Oops! One final word. I still can't give you all the details about our upcoming Spider-Man movie because everything was held up for a while due to the summer vacations. But, while you're breathlessly waiting, remember that the ol' wall-crawler can be seen, effective with their new series starting in October, on the world-famous Electric Company TV show. How's that for an appetite-whetter, Charlie? So, till next time, hang loose, face front, think Marvel, and hey—why not take a troll to dinner?

Excelsior!

Stan

ITEM! Remember how we promised you the latest scoop on our mighty Marvel softball team? Well, the other day the Marvel Comics (as some anonymous wag christened our Bullpen batters) took on the whole cockamamey staff of the Greenwich Village Voice, one of New York's best-known newspapers. We won't exactly tell you who won—but let's just say that our new team motto is, "Wait'll next year!" 'Nuff said!

ITEM! Even as we speak, a couple of new Marvel goodies are going on sale, wherever magazines are displayed. One of the first full-size issue of our great new IRON FIST mag (not to be confused with the Living Weapon's appearances in MARVEL PREMIERE). We had to delay this one an entire month in order to do it just right—but we think you'll figure it was worth the wait! Our second smash is the first issue of MARVEL PREVIEW—a one-dollar wonder which will showcase a fabulous new feature each and every ish! Our maiden voyage: MAN-GODS FROM BEYOND THE STARS! And if this stunning science-fiction tale of earth's first alien visitors doesn't knock Von Daiken and company right out of their chairs, then we're taking the first flying saucer out of here!

ITEM! Say hello to Live-It-Up LEN WEIN! Huh? You say he's already been piped aboard the Marvel ark? Well, it's true you've been thrilling in recent months to his much-acclaimed scripting on THE HULK and other Marvel biggies, and that he's currently beginning a stint on no less than the FANTASTIC FOUR itself. But now, due to the press of editorial work, STAN and ROY have hired him to become Associate Editor of our whole color-comics line as well—because

Len's already known and respected as one of the foremost writers in the field—because he's a sterling fellow and a hard worker—and mainly because he's darn near the only guy this side of Irv Forbush who knows the hectic history of all our far-out super-stars backward, forward, and then some! Keep 'em flyin', Len—while Stan and Roy prepare to unleash still further wonderment upon a breathlessly waiting world!

MARVELOUS MARVEL MINI-ITEMS! A hurried round of thanks to Judo JIM STARLIN, who took time off from a top-secret new mag he's preparing in order to pencil the latest full-length tale in GIANT-SIZE DEFENDERS, just when we needed him the most! And he did it beautifully—so what else is new? • You know one of the hardest tasks around Marvel these days? It's finding just the right artist (with the right amount of time) to do MARVEL TWO-IN-ONE! Reason: Not everybody can draw the ever-lovin', blue-eyed Thing just the way that nature (and Stan Lee) intended! If you've any ideas on the subject—and who doesn't?—please pass 'em along to Ye Editor, huh? • A final word: For those of you who've told us you can't always find our 75¢ and \$1 mags on your newsstands, and thus have missed out on some of the gleeful goodies we've been offering for-sale-by-mail in recent months, we've tossed in a full-page mail-order section this issue, in lieu of the usual Bullpen Bonus Page. Let us know if you'd rather see more such shop-by-mail segments in the future, or if you'd prefer instead the latest notes and news on our way-out writers and artists instead, okay? Till next time—we're good to each other, okay?



STRANGER THAN CHARIOTS OF THE GODS?

THAT'S MARVEL'S NEWEST, MOST SENSE-SHATTERING \$1.00 MAGAZINE OF ALL!

MARVEL PREVIEW FEATURING MAN-GODS FROM BEYOND THE STARS

PHOTOS OF EARTH'S EERIE MYSTERIES!

FEATURES ON THE ASTRONAUTS IN OUR PLANET'S PAST! STORY STRIPS WHICH MAY BE FICTION... OR AMAZING FACT!

THE SENSATION OF THE DECADE! ON SALE NOW! WHERE MAGAZINES ARE DISPLAYED!

YOU RECEIVE A COMPLETE GAME:

- 80 MEDIEVAL FIGHTING MEN - in all battle positions, fully equipped with all the weapons and protection of the age in beautiful gold, black and silver
- 20 BARONS ON HORSES - as ammunition to breach Castle walls
- 10 CATAPULTS for catapults
- 2 GOAT HEAD RAMS - actually used to force the Castle gates
- 2 DOUBLE DOOR CASTLE GATES - that actually open and close
- 1 LARGE RUCAL KING'S CROWN
- 1 ARROW SPINNER

A FULL LARGE BATTLEFIELD. A castle so gigantic it can hold 121 men! Massive battlement walls, inside the attackers as it protects the castle. Among its many chambers lies the commander's center and Throne Room—a stark contrast to the unadorned roomed upon the legends, outside these walls.

SIMPLE DIRECTIONS
\$1.00 per game

TANK TRAP

A COMPLETE GAME WITH:

- ★ 64 COMBAT MEN
- ★ 10 Q. COMMANDER
- ★ 25 TANK MINES
- ★ 6 EXPLODING TANKS
- ★ HUGE BATTLE FIELD
- ★ 2 TANK BARRIERS
- ★ SIMPLE DIRECTIONS

★ 3-D plastic—safe and reusable

EXPLODING TANKS ACTUALLY BLOWING APART BATTLE FIELD

YOU'RE USED BY A JAW-DROPPING BARON, the forces of land and lightning. To unite your forces for the difficult attack on the castle of the enemy, you will independently attack, breach different parts of the castle, capture the catapult, gate splintering rams and the bravest men on the scaling ladders.

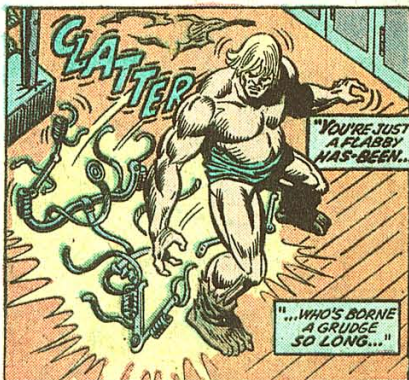
A tank is a crawling, wheeled, armored, fire-spitting, man-eating machine. But, it can be stopped with a single shot. You're the hero. You're the hero.

NO C.O.D. (Please RUSH me the items) I have checked, I have added the proper postage & price and enclosed the correct total. I may return each item in 10 days for a refund if they don't meet my expectations.

HELEN OF TOY CO.
Connetquot, New York 11735

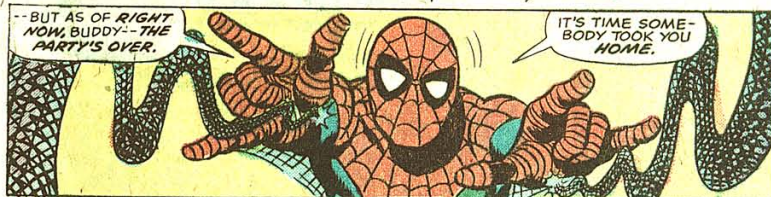
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ORDER TODAY TO RECEIVE FREE! A "CHESS" GAME PLUS A CATALOG WITH EACH ORDER. Please don't delay your order(s) by forgetting to add postage to price on each of the items ordered.



THE MOST MIND-BOGGLING TEAM-UP OF ALL—SPIDEY AND DOC SAVAGE! NOW ON SALE!

30



NEXT ISSUE:

THE SPIDER-MOBILE! AN OLD VILLAIN! PETER ON CAMPUS! A SECRET REVEALED! ALL YOURS IN...

MY NAME IS...MYSTERIO!

ANOTHER MONUMENT FROM THE MARVEL MASTERPIECE-MAKERS!

31

YOU WANTED IT... YOU'VE GOT IT!!
THE GRANDEST, MOST GIGANTIC ISSUE
 of **THE WORLD'S GREATEST COMIC MAGAZINE!!**

MIGHTY MARVEL
 PROUDLY PRESENTS
 THE **SECOND** OF ITS
MAMMOTH-SIZED
TREASURY
EDITIONS!

EVERY PAGE A
GIANT-SIZED
10" X 14"

A BLOCK-BUSTING
100 PAGES
 OF THE **FA's** MOST
SPECTACULAR
ADVENTURES!

SOUL-SEARING STORIES BY
STAN LEE!
ACTION-PACKED ART BY
JACK KIRBY!

FEATURING THE
Fantastic Four's
MOST FEARSOME FOES:
DOCTOR DOOM!
SUB-MARINER!
GALACTUS!
SILVER SURFER!
NOT TO MENTION THE
IRREPRESSIBLY
INCREDIBLE
IMPOSSIBLE MAN!

2 DEC
 SPECIAL
 COLLECTION
 ISSUE

MARVEL TREASURY EDITION

THE FABULOUS
FANTASTIC
FOUR



A DELUXE LIMITED EDITION OF
THE WORLD'S GREATEST SUPER-TEAM

ALL THIS AND MORE WILL BE
YOURS, FAITHFUL ONES,
WHEN YOU GRAB THIS
CATAclysmic ISSUE --
WHEREVER MAGAZINES
ARE DISPLAYED!
ON SALE SEPT. 17TH

\$1.50
 02930

SOME YEARS AGO I was a printer in a small Michigan town. I drew a pretty fair pay check but it wouldn't stretch far enough to provide the kind of living I wanted for my wife and five children.

Then one day I was reading a magazine just as you now are and I saw an ad. It intrigued me. It offered me the steadily growing income I had always hoped for. It said I would have greater security and personal independence... and that's what I had been wanting.

I was a little skeptical, but I said to myself, "for a postage stamp I can find out." So I mailed the coupon. In a few days, I got a letter with a booklet that gave the whole story. It opened my eyes. I could see why owning my own business was so much easier than I had always thought... why the day to day grind of a successful worldwide organization could assure my own success.

I read the booklet several times. It just seemed too good to be true. I talked it over with my wife. We decided that now was the time to make the forward step... there was no reason to keep postponing an income increase.

So, I applied for a Duraclean dealership and I was accepted. I stayed with my job... ran a few ads... sent some mailings... contacted a few stores and told my friends about the superior services I was now equipped to give them. Evenings and Saturdays, I rendered the service. As the business grew, I added servicemen.

I found that I didn't have to develop a single idea myself. Every step had been prepared for me and pre-tested. Hundreds of other men had already proven my methods successful.

It didn't take long to see that I was making three to four times (yes, 3 to 4 times) as much per hour in my own business as in my printing job. So, after only seven months with a good following of customers, I quit my job to go full time on my own. In the meantime, I had enjoyed all this extra income on top of my salary.

Each day, we realized what a serious mistake not mailing that coupon would have been... and how that little act that seemed so trivial at the time actually changed our lives. The steadily growing income brought us

I'll guide you step by step
into your own thriving business

● While keeping your present job, would you like to gross \$14 or \$21 profit per hour?

a true story by Bob Ferrel

many things we could not afford before. My efforts were so much more productive. I scheduled my time to my own liking. When we wanted a day or two off, we took it. I worked hard but, if I wanted to be home early or quit at noon, I did.

This is not a business for a lazy man. But if a man is ambitious and will work to deserve those nice things in life we all want, this business is made to order for such a man.

I became so enthusiastic about this business and so appreciative of what it had brought my family that, whenever a man opened a dealership near me, I helped him get a quick start.

The company learned about this and had each new dealer in my section of Michigan spend a day with me. One day the president of Duraclean Company asked me how I would like to move to Headquarters and spend my entire time helping dealers to increase their sales and profits.

That was good news to my ears. Since then I have worked with hundreds of our dealers in their own towns and at regional meetings, conventions and dealer group meetings. But much of the time I am right here at my desk in touch with our dealers by letter and telephone.

Incidentally I sold my dealership at a good profit. Dealers sell their Duraclean businesses for up to ten times their cost. After 30 months, Leo Lubel sold for \$7,116 above his cost. If for any reason a dealer wants to sell, we maintain a service to locate buyers and help him sell.

Our job here at headquarters is to show each individual Duraclean dealer how to use his own abilities to bring him greatest success. I know hundreds of our dealers on a first name basis. We work together as one happy family. If you become a Duraclean dealer, I'll be as close to you as your telephone or mail box.

It's Easier than You Think
To Build Your Own Business

If you've wanted to BE YOUR OWN BOSS... to become financially independent and have a fast growing income, now YOU CAN. And you own a National Advertiser business.

You can stay at your present job while your customer list grows... then switch to full time, lining up jobs for your servicemen to do.

One job a day brings a good starting income. If you hire two servicemen (full or part time) while you keep your job, the national price guide provides you a gross profit of \$14 an hour on their work and this is much easier to do than you think. We show you how... step by step. This \$490 for a 35 hour week.

Your gross profit on three servicemen is \$21 per hour. Duraclean dealers find it easy to gross \$14 an hour on EACH serviceman plus \$12 an hour on any service they themselves render. The 24 page illustrated booklet will mail you (with no obligation) explains how most of your gross profit becomes clear net profit. Your income is limited only by the number of servicemen you employ.

If you can operate from a shop, office, or your home. Equipment is light and portable. At the start, you may want to render service yourself... or you can start with full or part time servicemen. This business is easy to learn... easy to start... so easy to service that women dealers do it. We prefer you have no experience, not have to "unlearn" old ways.

We are NOW enlarging this worldwide system of individually-owned service businesses. If you can operate from a shop, office, or your home to become financially independent, we invite you to mail the coupon.

When you receive our illustrated booklet, you will see the way we show you step by step how to quickly get customers... and still more customers from their recommendations. You have 7 superior services that are rendered "on location" in homes, offices, hotels, theaters, clubs, motels and institutions. These are not ordinary services. You have

the prestige and endorsement of leading furniture makers and carpet mills, of Parents' Magazine and McCall's, of Research and Testing Laboratories.

National magazine advertising explains superior merits of your services, builds your customer confidence and brings job leads to you. We and a Duraclean dealer will train you and assist you. He'll reveal his successful, proven methods. You have pre-tested newspaper and yellow pages ads, commercials, and a full mailing program.

Flores, upholsterers, insurance adjusters, decorators refer jobs to our dealers. These year 'round services are in constant demand.

Start Small, Grow Big
in this Booming Business

Many men have said to us, "I can't afford to give up my job till I know I have a sure thing... a sound business that will provide both security and a better living for my family."

That made sense to us so we worked out such a plan... and those same men are now enjoying a Duraclean dealership in many communities. You don't experiment. You use tested, proven methods. You have our backing and "know how."

Does this appeal to you? Don't decide now. Mail the coupon so you'll have the facts to decide wisely. There is no obligation. You'll then know whether this is what you want.

You can start small and grow big. A third century ago Duraclean was an idea... but it caught fire and spread to a world wide service. Why did it spread? (1) superior processes, (2) proven customer-getting methods (3) Day to day guidance from Headquarters. Our first service, the care of upholstery and carpets not only cleans, it enlivens the fibers... revives dull colors. Pile rises with new life. There's no harsh machine scrubbing. No soaking. Mild aerated foam lightly applied lifts out dirt, grease, many unsightly spots like magic. Furnishings are used again in a few hours.

Government figures show service businesses are growing faster than industries and stores... \$750 million yearly potential just in rug and furniture cleaning. Your 6 other services are explained in the free booklet we'll mail you. Less than \$1500 establishes YOUR OWN business. A day's profit while you pay the monthly payments we finance for you.

Men frequently take in partners. We furnish electric equipment and, with first shipment, enough materials to return your TOTAL investment. If you have good habits and know the importance of customer satisfaction, you can likely qualify for a Duraclean dealership.

TODAY is the time to reserve a Duraclean dealership, before someone takes your location. It's been said, "Opportunity knocks but once at every man's door." This could be that one rare opportunity in your life.

It is surprisingly easy to learn this business. You can decide from the information we will send you whether to apply for a dealership. So, with no obligation whatsoever, mail the coupon TODAY. Cut it out NOW so you won't forget to mail it.

Mail this coupon TODAY
It may put you in business

Duraclean International
 210 Duraclean Bldg., Deerfield, Ill. 60015
 With no obligation, mail 24 minutes to learn how I tell you how and why I can quickly increase my income I may have a few questions. Please answer them. How you'll help me. No salesman will call.
 Name _____
 Address _____
 City _____
 State & Zip _____

